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YOUR ONLINE PRINTING SOLUTION™

The Business Printing Industry: "Towards Efficient High Touch"

Eric Bean
Vice President
Products & Technology

E-commerce: Huge B-to-B Opportunities

The Internet's third wave:
Business-to-business e-commerce

1. Portals

YAHOO!

2. Business-to-consumer

BOOKS, MUSIC & MORE
amazon.com

3. Business-to-business

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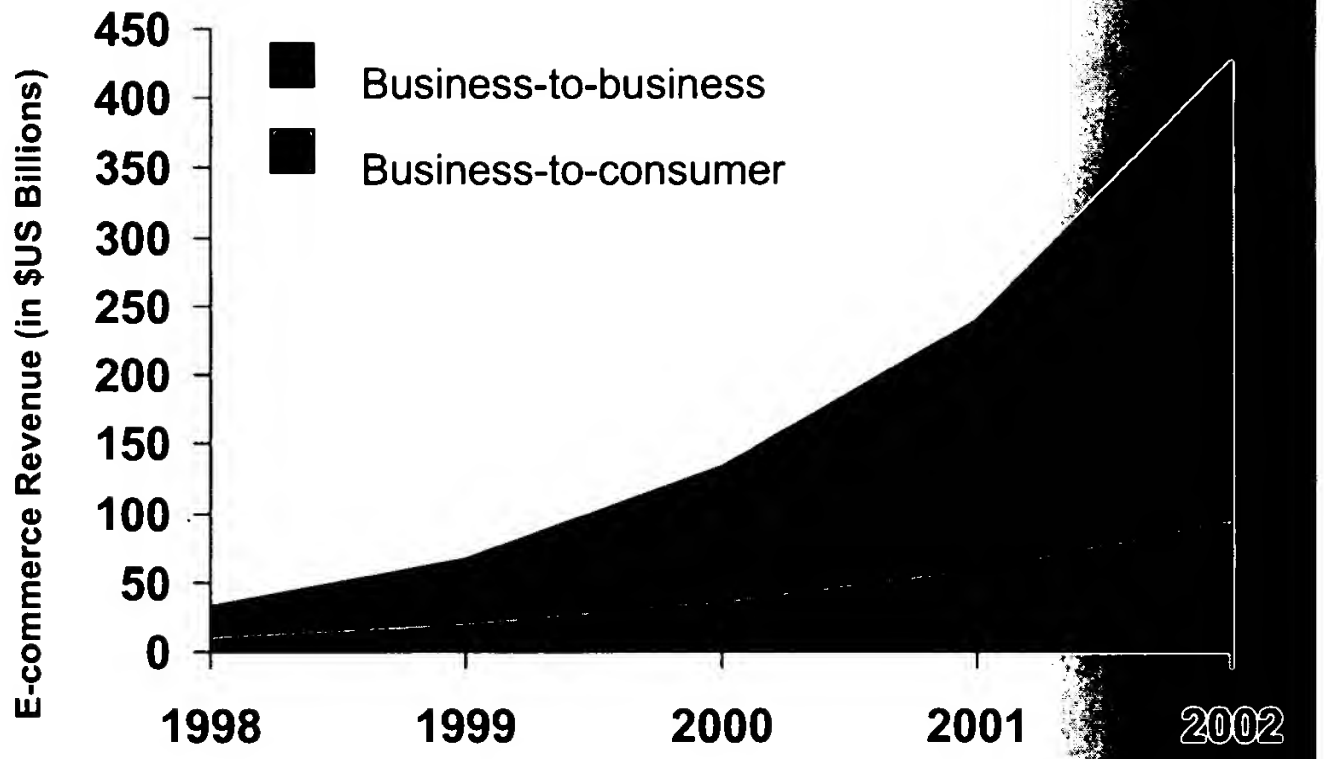

Source: International Data Corp.

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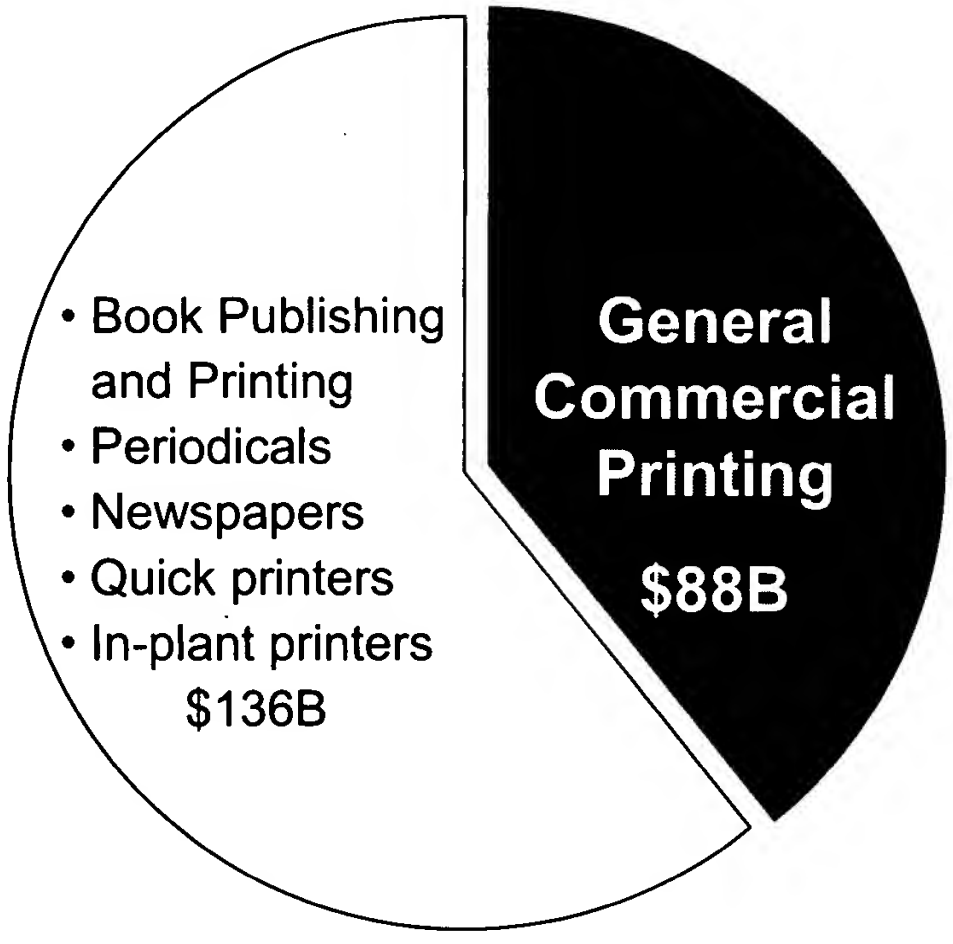
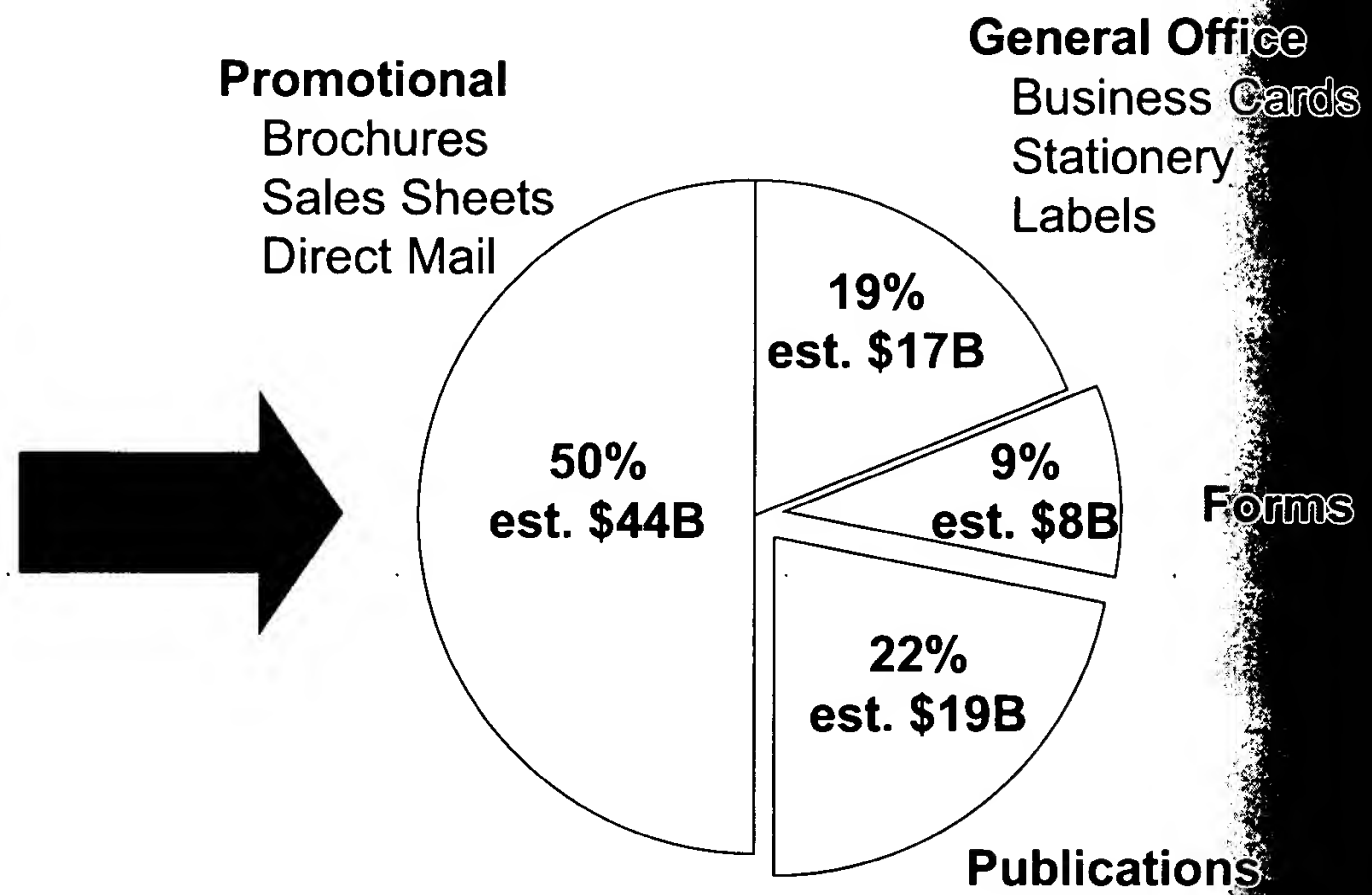
E-commerce: Huge B-to-B Opportunities

✓ **Large market**

✓ **Existing customer print budgets**



US Printing & Publishing
$224B



ImageX.com Market
$61B

Source: CAP Ventures, Inc.; Company Estimates

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Some Internet/Digital Printing Killer Apps

Eric Bean's Quick List:

1. Business print procurement
2. SOHO business printing
3. Custom book manufacturing
4. "Nasdaq" for printing services
5. Guaranteed print at distributed locations
6. Virtual load balancing
7. Walk-up print service kiosks

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Some Internet/Digital Printing Killer Apps

Eric Bean's Quick List:

8. Real-time production monitoring of virtual manufacturing sites
9. Pay-as-you-go specialized print/layout/design software
10. Catalogs customized by web-surfing interests
11. Distributed point-of-purchase production
12. Remote printer & network monitoring & admin.
13. Smart printers for web content

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Eric Bean's Quick List:

14. Hot links: magazines & publications to web-based repositories

15. Follow-me newspapers

16. Virtual greeting cards follow-up with real thing

17. Automated, distributed document manufacturing

18. Remote custom variable sales presentations and leave-behinds

19. Remote secure printing

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Why ImageX.com?

ImageX.com provides a unique e-commerce service that enables businesses to manage, edit, proof and order printed business materials over the Internet.

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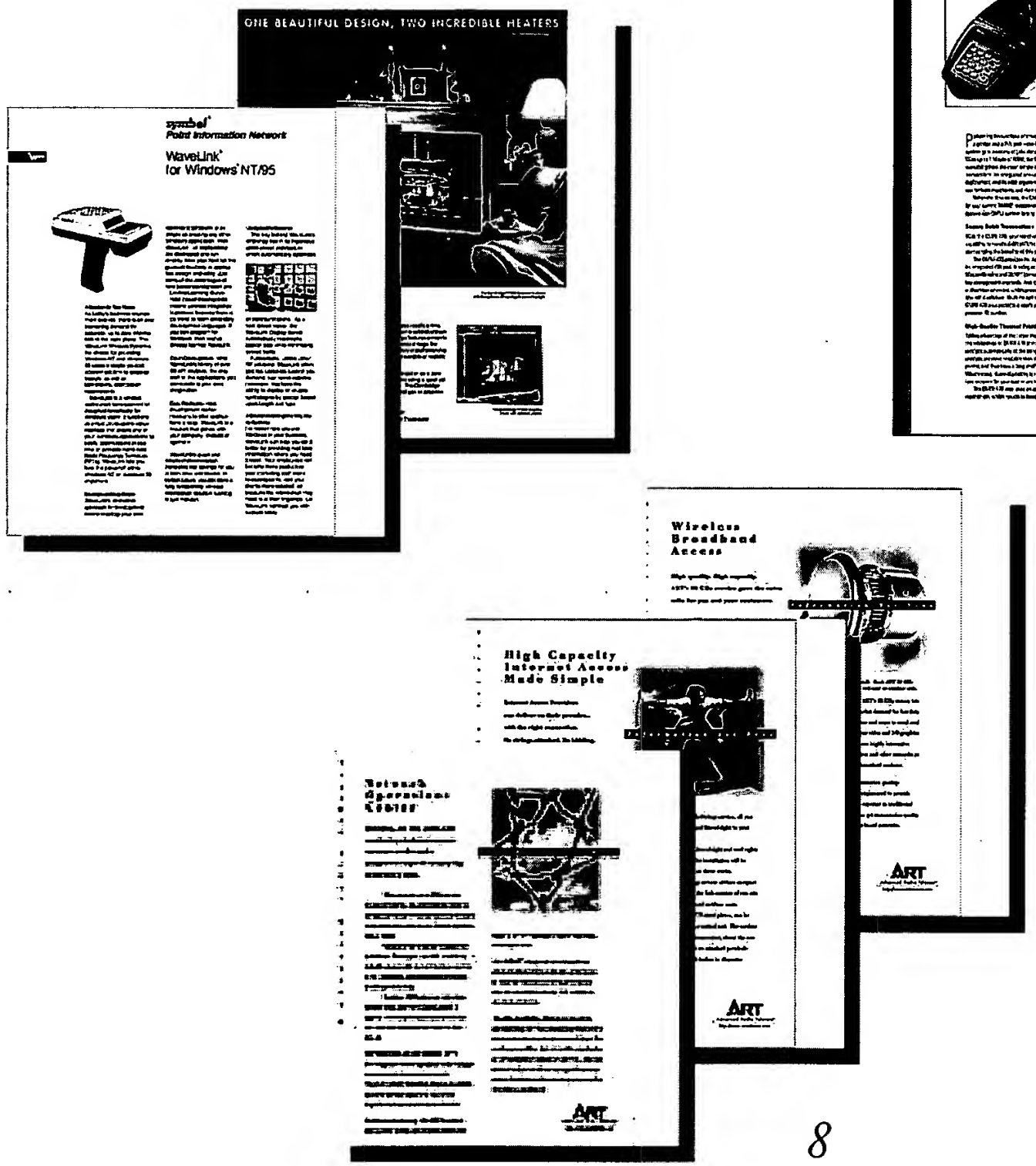
Marketing Materials



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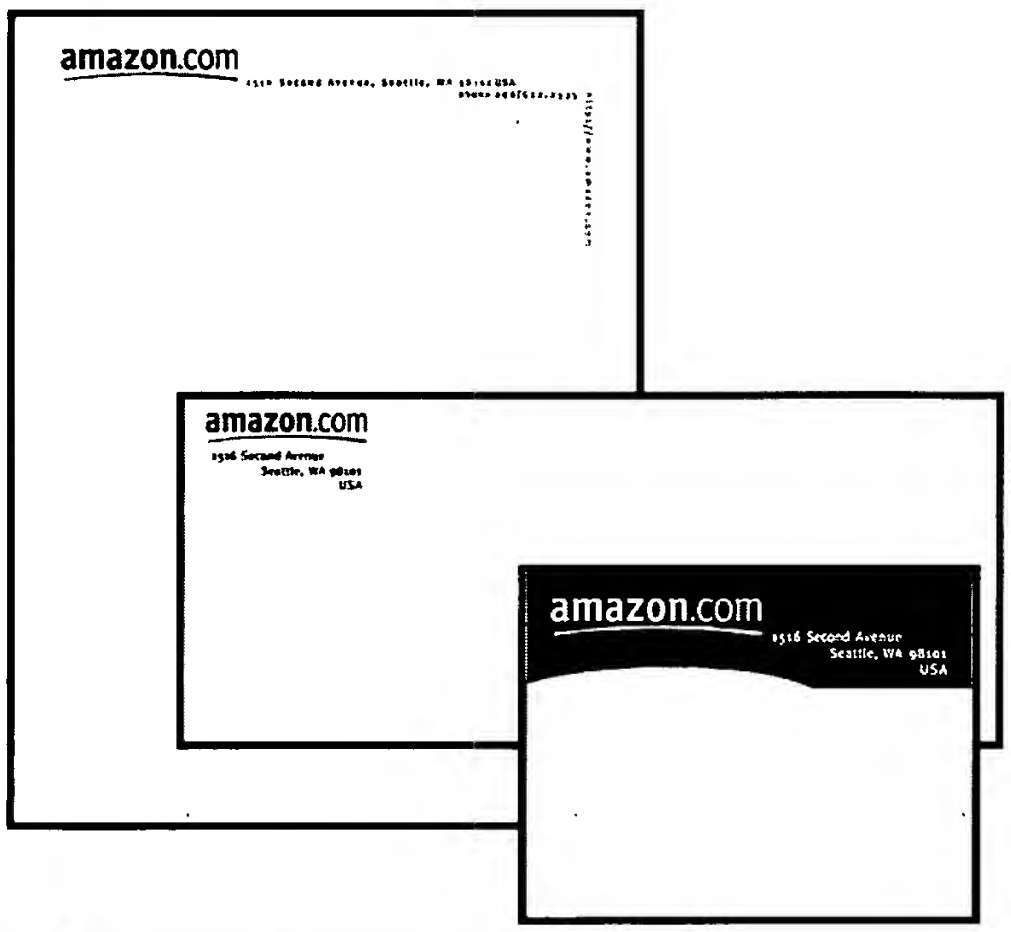
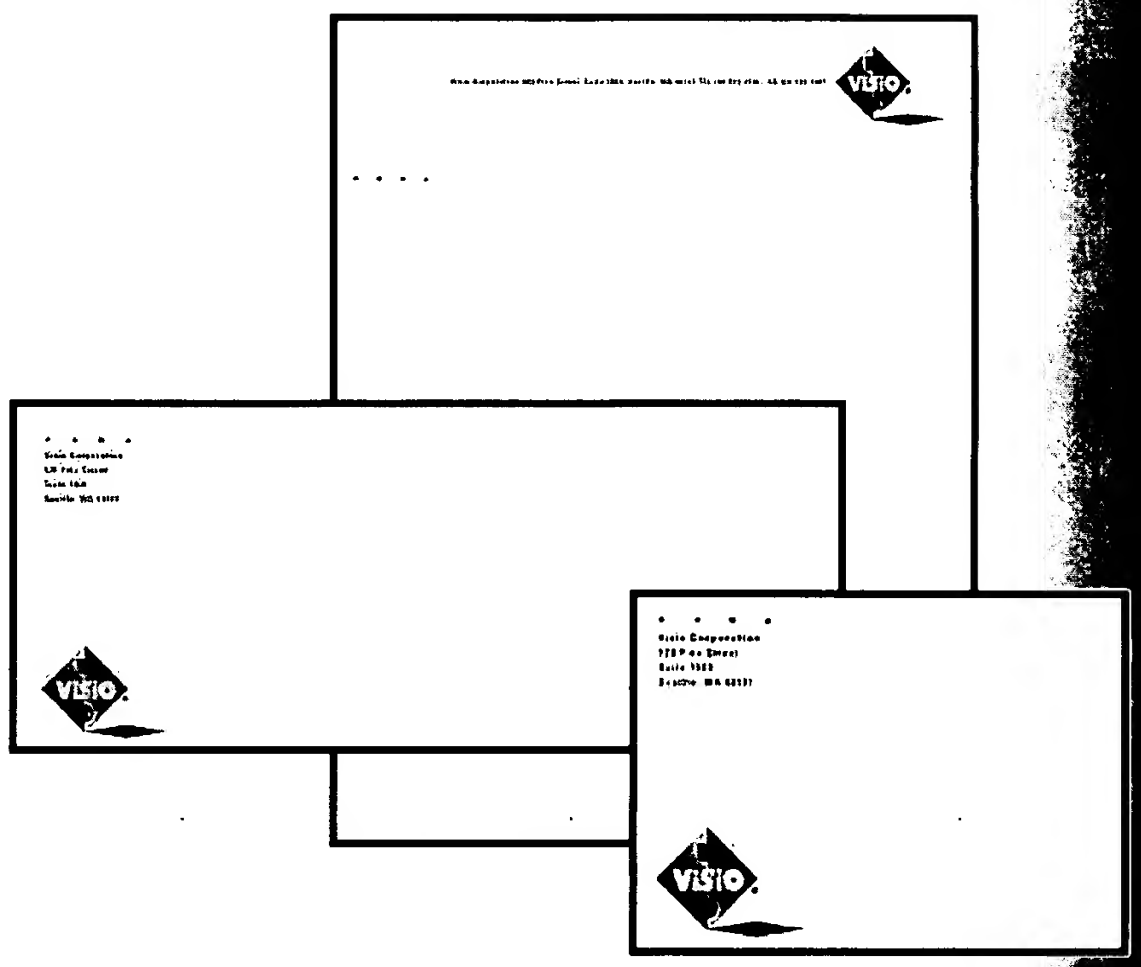
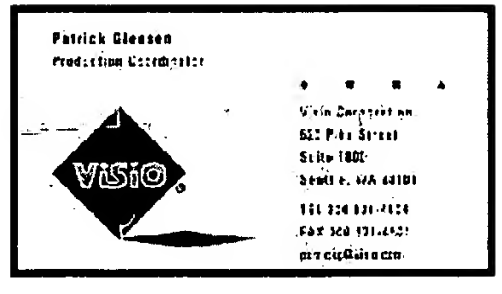
Business Cards/Stationery







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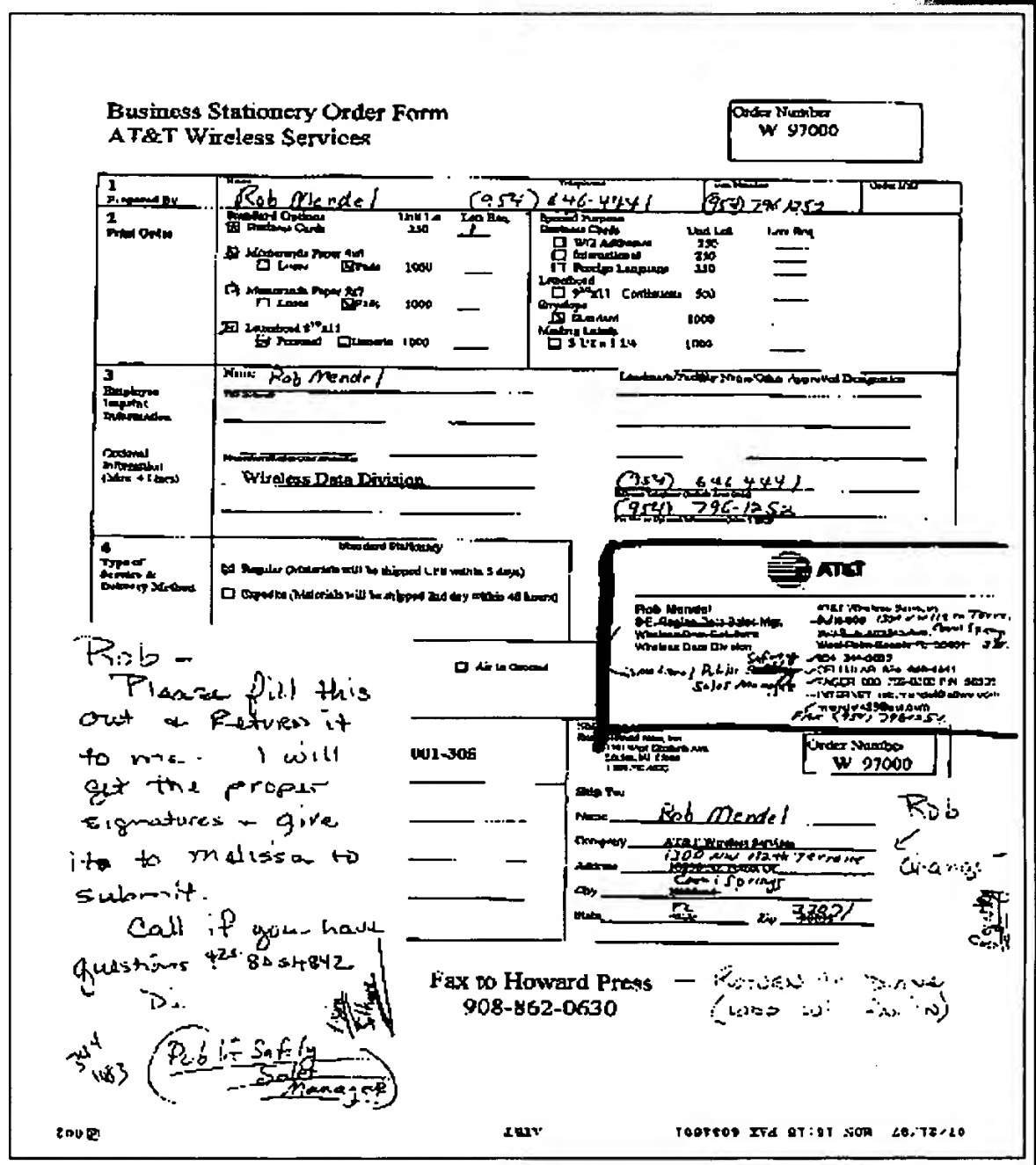
The Traditional Process Is Old Fashioned . . .



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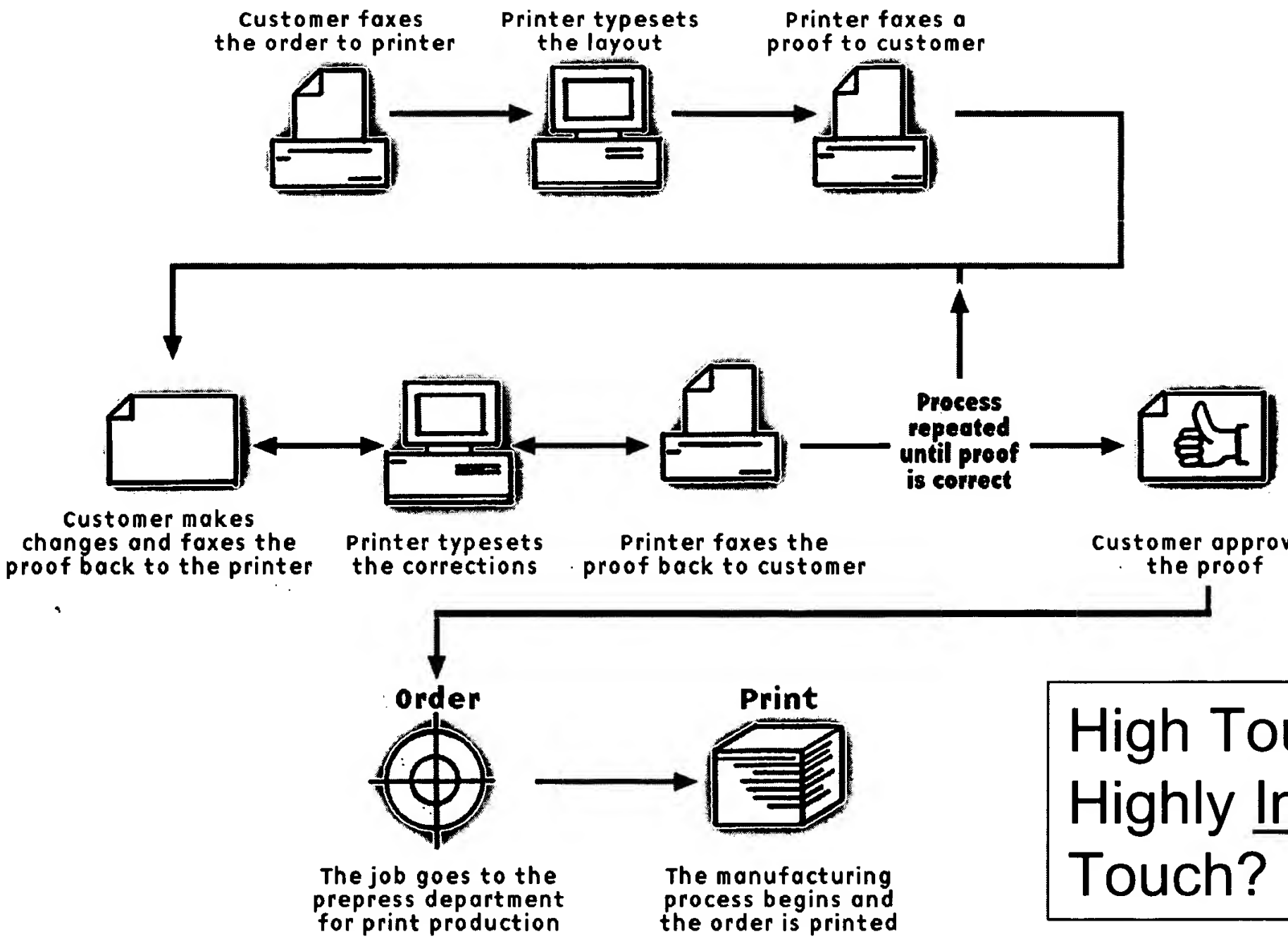
Traditional Process: Labor-intense, Error Prone



Elapsed time to order: 2 days

High Touch… or Highly Inefficient Touch?

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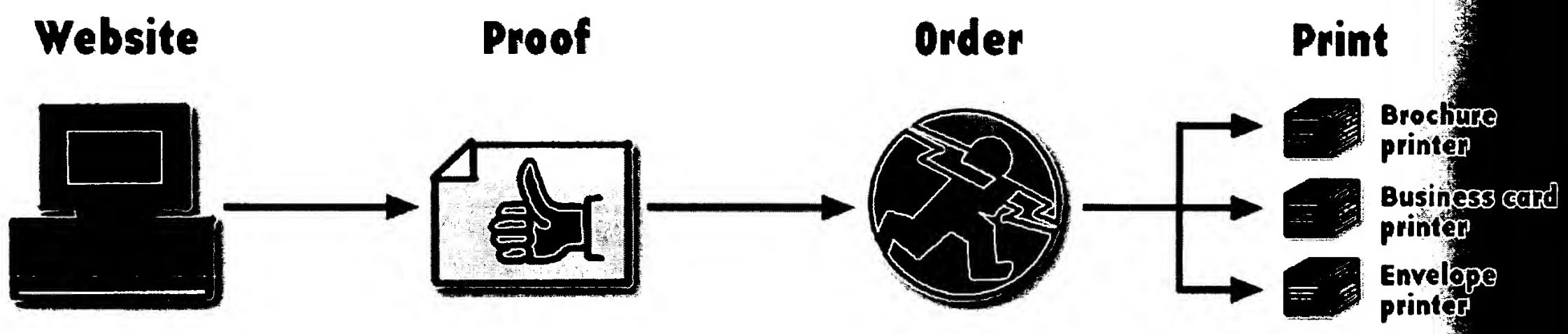
The ImageX.com Process

Companies effortlessly manage printing over the Internet.



Customer enters information using the ImageX Online Printing Center

Customer approves proof on-screen

The order is sent to printer via the ImageX.com engine

The manufacturing process begins and the order is printed

Elapsed time to order: 10 minutes

From “Highly Inefficient Touch” to “Efficient High Touch”.

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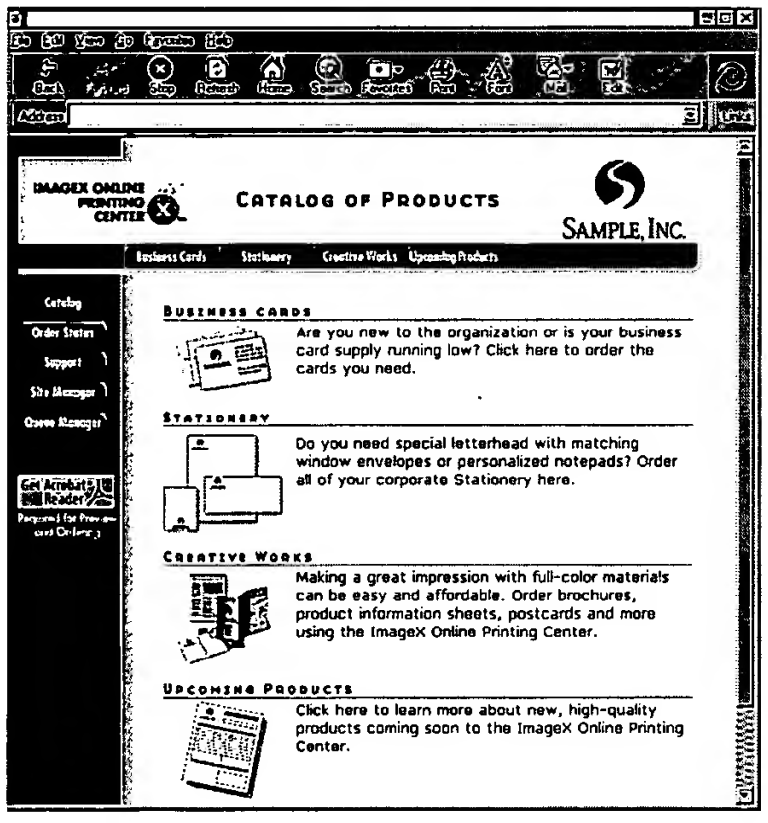
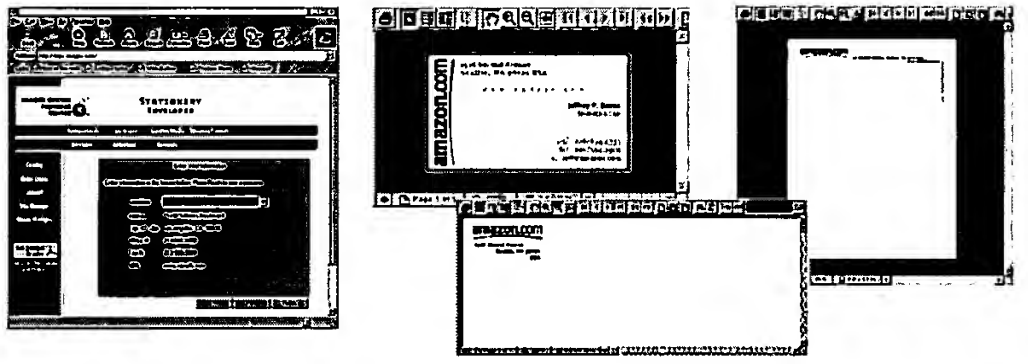
The ImageX.com Services

Customer's Designs

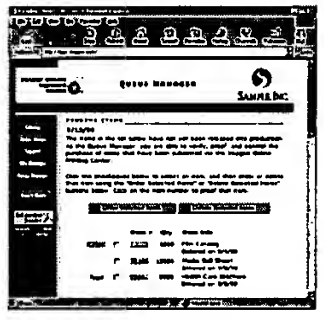
1. Web site and Online Catalog Created



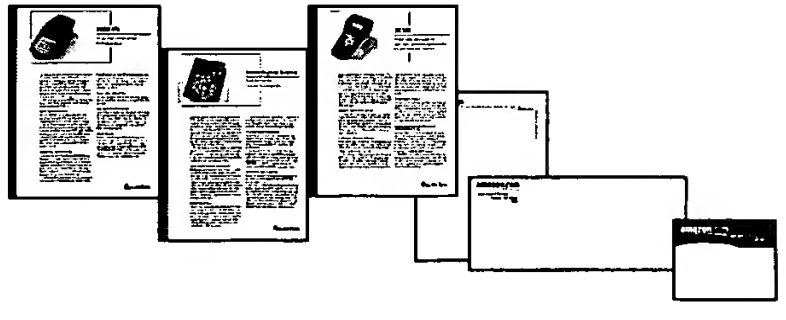
2. Modify and Proof Online



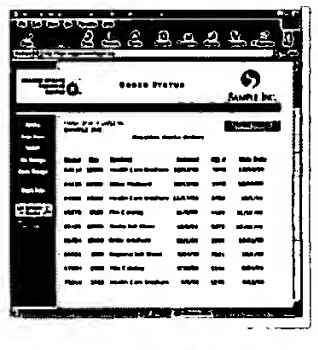
3. Approve and Release



4. Print Order Fulfilled



5. Online Reports



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Customer Benefits

Problems	*Solutions*
☐ High Error Rate	☑ Online Edit and Proof
☐ Inventory Waste	☑ Online Tracking and Management
☐ Multiple Vendors	☑ One Stop Solution
☐ High Operating Costs	☑ Reduced Operating Costs
☐ Lack of Visibility of Selection	☑ Online Catalog of Print Materials
☐ Brand "Abuse"	☑ Brand Control via Rules
☐ Obsolescence	☑ Short-Run Efficiencies

ImageX.com Case Study

The Problem

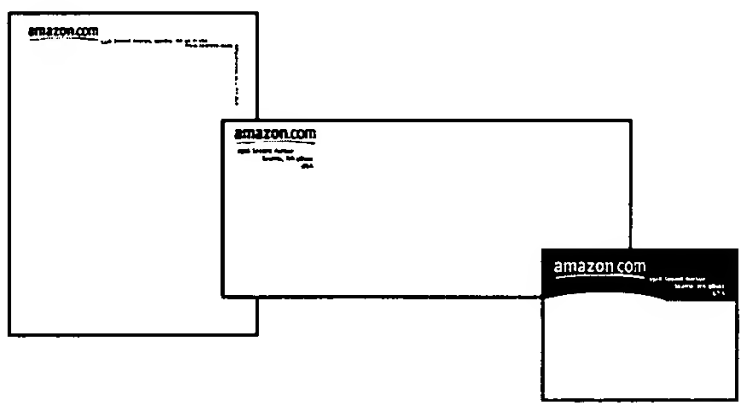
- Fax-back method of proofing resulted in long delays
- 25 man-hours per week spent calling printer
- Customer fired 3 printers in one year.

BOOKS, MUSIC & MORE
amazon.com

- ◆ World's largest on-line seller of books
- ◆ 1200 employees
- ◆ Large print budget
- ◆ Rapid expansion

ImageX.com Solutions

- Instant online proofs slashed process by an average of 5 days.
- Reduced admin time by 90% with instant on-line order status and history.
- ImageX.com "graphic rules" eliminated errors and maintains consistent corporate graphics standards.



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Unique ImageX.com Technology

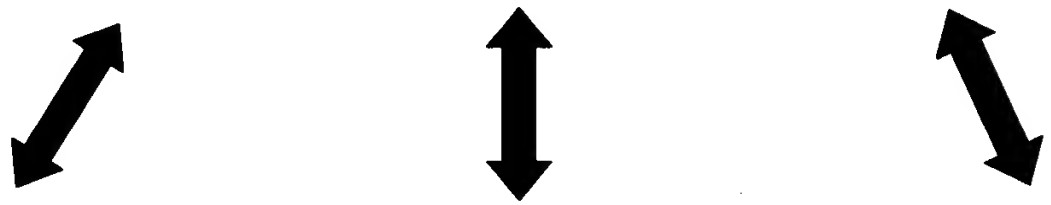
Customer

Digital Storefront

Digital Library

Order and Composition Engine

Manufacturing System



Business Card Printer

Stationery Printer

Brochure Printer

- **Integrated**
- **Scalable**
- **Standards-based**
- **Mass-customized**

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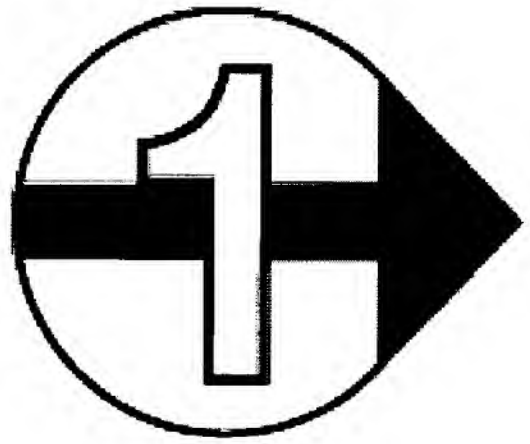
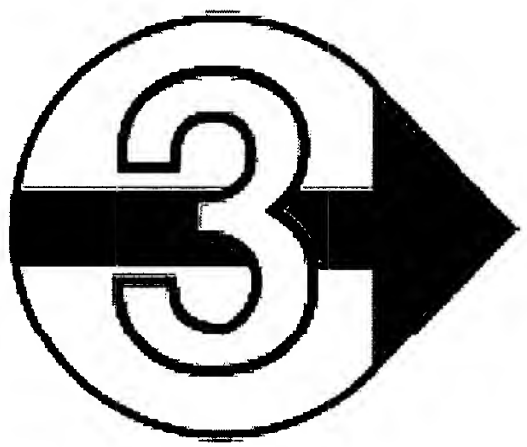
Growth Strategies: Acquiring Customers



Acquisitions
"Buy"

Direct Sales
"Build"



Alliances
"Borrow"

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ImageX.com Alliance Strategy

3

Marketing/Advertising related services

Print related services

Procurement related services

"Efficient High Touch"

Web related services

Other Automation related services

Office Products

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Nice Touch: Industry Recognition

Most Promising New Company

Washington Software Alliance 1997 Industry Achievement Awards WINNER

Emerging Business Awards

Bellevue Chamber of Commerce Business Innovation Award

Finalist, Best Internet/ Online Service

CODIE

Digital Production Executive Magazine - Cover Story

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Summary: Towards Efficient High Touch

- ✓ New systems are needed for the print industry to thrive in the "Internet's Third Wave"
- ✓ Unique technology to simplify & control complex processes
- ✓ The Printing Industry Opportunity: Moving from "Highly Inefficient Touch" to "Efficient High Touch"